

1. Local newscasts aired each week:

Good Morning Mississippi (Morning News) 90 minutes

-A portion of Good Morning Mississippi each day is devoted to the Business Journal which provides economic and business news.

-Birthdays are saluted daily during the Birthday Greeting segment. A picture of the person is shown and their name is mentioned along with a special birthday greeting given by the news anchors.

-A segment airs daily featuring psychologist, Dr. James Dobson offering advice on daily living from a spiritually based perspective.

-Live traffic reports are given each half hour in Good Morning Mississippi.

Midday News Monday-Friday 30 minutes

-A portion of Midday each day includes a five to six-minute call-in segment

entitled Get The Answers. The phone lines are made available and viewers

are invited to call in and ask questions of the invited guests who range from

educators, doctors, sheriff's department, political figures, community leaders,

economist, safety instructors, and environmentalist to mention a few.

4 O-Clock Show Monday-Friday

30 minutes

-A portion of the 4-OClock Show is designed for invited guests, such as local

artists, musicians playing jazz to blue grass, authors, physical therapists, etc.

Political candidates are invited to this show to let our viewers know what

their qualifications are for the position they are running for.

WLOX News at 5 PM Monday-Friday 30 minutes

-Each week on Tuesdays, a live segment "Pet of the Week" airs. An animal from the Human Society is brought to the studio for this segment for adoption.

There have been many success stories with this segment.

WLOX News at 6 PM Monday-Friday 30 minutes

WLOX News at 10 PM Monday-Friday 35 minutes

(10 PM News Replay (late night) Monday-Friday 35 minutes

WLOX News at 5:30 PM Saturday-Sunday 30 minutes

WLOX News at 10 PM Saturday-Sunday 30 minutes

(10 PM News Replay (late night) Saturday-Sunday 30 minutes

Website: WLOX.com is updated around the clock to provide users with a detailed look at news in south Mississippi. Many of the stories that air on our

local news can be found in written and video formats. The web versions often provide much more detail than the constraints of TV allow. We also regularly provide links to background information or other internet sources to enhance our coverage. Users can sign up for email updates of breaking news, weather, and our monthly breast cancer checkup. Users are allowed to post pictures in a photo gallery and list their community events in our online calendar. All of these features serve to create an online community for south Mississippians and those interested in our local area.

2. Friday Night Football Showdown

Fridays

15 minutes

highlights This 15-minute program is locally produced and features football
program airs and scores from various high schools in South Mississippi. The
live on Fridays during football season at 11:05 PM.

3. Local Public Affairs program:
(during the WLOX News This Week (Half-hour) Saturdays - 6:00 PM
Sundays at football season, the program is rescheduled to 10:30 PM) Repeats
10:30 AM.

4. Local Public Affairs program:
PM Sunday Night (Half hour) Sundays - 10:30
This program is live with invited guests. The telephones lines are
opened up to allow viewer participation.

5. Gulf South Outdoors with Barry Foster
9:00 AM. A half hour locally produced fishing program that airs on Sundays at
Host, Barry Foster, features weekly guests fishing on area lakes and in
the Mississippi Gulf Sound.

6. Telethons:
over MDA Telethon airs each Labor Day. The program runs 17 & 1/2 hours
Dystrophy with local cutaways. The proceeds are used to fund Muscular
research and patient services.
money St. Jude Dream Home Telethon airs each spring for two hours. The
Hospital in raised from this telethon goes directly to St. Jude Children's
including Memphis. The hospital has saved the lives of many children
used the news children in South Mississippi. For the most part, the program
talent from the station with a few national inserts. More than
\$600,000 was raised during the last telethon this past May.

7. Political Programs:
debate. During October, WLOX aired a live 60-minute primetime political
and Mike Lott. It featured Fourth Congressional District candidates, Gene Taylor
game viewers -During the election cycle of 2004, WLOX television's website
WLOX.com's many options to keep informed about the political scene. On
issues of a homepage there were links to the ABC network's website on

of segments national interest. Locally, WLOX.com provided streaming video
all the of locally produced debates and news stories. Transcripts of
presidential and vice presidential debates were provided.

8. Teen Programs:

"Viewpoint Youth" is locally produced and airs two to three times a
year. This program is designed to address the issues teenagers face today.
The topic is chosen by a group of teenagers. Once that is done, professionals
are invited to participate in the discussion offering their expertise and
knowledge and to answer questions. This 30-minute program is aired in primetime
pre-empting regular programming.

9. Emergency Programming:

Hurricane Preparedness 2004 - The employees of WLOX review
hurricane plans prior to the season. New employees were provided with
information to help them prepare for a possible storm.
Hurricane Education - Each year at the beginning of hurricane
season and continuing through the season, the WLOX weather team gears their
weather talks to hurricane threats.
-In May, Sunday Night, our live public affairs call-in show
devoted the entire 30-minutes to hurricane threats in South Mississippi. Guests
were the emergency managers from Hancock, Harrison, and Jackson
counties. They discussed the threat of hurricanes and took phone calls from
viewers about their concerns.
-In June, the weather team went to the Pascagoula Senior Center
to talk to the senior citizens about their special issues related to
hurricanes.
-In July, the weather team spoke to the members of the
Diamondhead Business Club about hurricane threat and preparedness.
-In July, Evening at the Aquarium, "Hurricane Preparedness".
WLOX's chief meteorologist planned and directed the town hall meeting
held at J.L. Scott Marine Education Center to present a program about the
history of Hurricanes in south Mississippi. Other topics discussed were
the hurricane forecasting problem, hurricane supplies, hurricane planning,
evacuation

procedures. The program started with opening remarks by the head of Mississippi Emergency Management. WLOX's meteorologists discussed past storms that impacted south Mississippi and conducted a hurricane quiz. Emergency managers from Hancock, Harrison, Jackson, Stone and Pearl River counties answered questions from the audience regarding specific hurricane problems. The director of the American Red Cross for Harrison county. He answered questions about hurricane shelters and solicited volunteers for shelters.

-When the weather warrants extra forecasting, the weather team does extensive updates throughout the day to inform the people in community and viewing area. During a hurricane warning, the weather team does continuous reporting pre-empting all regular programming. For example, during Hurricane Ivan, the weather teams remained on the air reporting continuously on September 15 beginning at 2:33 PM through September 16 until 5:00 AM

-WLOX has invested heavily in its ENG capability. We have two ENG Live trucks, both with microwave, and one with satellite uplink, that enable us to broadcast live news situations from virtually anywhere. We also have a direct microwave link with the local Harrison County Civil Defense office, which we have used during times of hurricane threat. WLOX has two news bureaus, one in Bay St. Louis, Hancock County, MS and the other in Pascagoula, Jackson County, MS both of which also have a direct microwave link back to our studio in Biloxi, MS, enabling us to provide timely news coverage from our neighboring counties. In addition, we also have a portable microwave unit. Having multiple units allows us to broadcast from different locations in the viewing area simultaneously, affording better coverage of local events such as election night coverage, Mardi Gras & other events, and natural disasters (hurricanes, flooding, etc.).

-WLOX has a large commitment towards local weather forecasting. We have four trained meteorologists on staff that have the equipment they need to provide accurate forecasting and immediate warning of severe weather threats. The Weather Central weather computer graphics system lets them visually portray weather events, both nationally and locally.

We have five Automated Weather Source weather monitoring stations located conditions throughout the viewing area that give us live immediate weather from those locations. We have a Quest Research weather system that broadcasts weather watches and warnings the moment they are received from the National Weather Service. We also have a Doppler Weather Radar system installed at the WLOX studio, which we not only use in our weathercasts, but is also available 24 hours a day on our website and on our 13.3 DTV channel.

WLOX participates in the Mississippi Amber Alert System, which uses the EAS Civil Emergency codes. WLOX is a Participating National (PN) EAS Station

10. Station Participation in Community Activities:

"Supply Our Schools" - Each year before school starts, WLOX runs a promotional to collect school supplies for families who can not afford to buy them. The supplies may be dropped off at designated bins or here at the studio. The supplies are collected and are dropped off at different school districts who is responsible for the distribution.

"Coats for Kids" - Every year WLOX television asks our viewing audience to clean to clean out their closets. We ask them to find old coats and shoes their kids have outgrown and donate them to our drive. WLOX then has them cleaned. They are distributed by the Salvation Army to underprivileged children in our community and viewing area. Hundreds and hundreds of shoes and coats are collected each season.

"Toys for Tots" - Every year at Christmas WLOX sponsors a Toys for Tots drive in cooperation with the Marine Corps Reserves. We ask our viewing audience to donate new toys for children. WLOX collects thousands of them each year. The community really opens up their hearts to make this effort a huge success. They are then distributed by the Marine Corps Reserves to children in our area who would otherwise not have many toys for Christmas.

"Veteran's History Project" - South Mississippi has a huge population of military both active and retired. We feel we owe our veterans a profound appreciation for their sacrifice and service to our nation and its future. We also owe all of our citizens an opportunity to appreciate and honor those men and women who have protected our nation in the gravest of times.

That's why WLOX became involved in the Veteran's History Project. Each Thursday during the 6 PM news, WLOX profiles a coast vet. Each of those stories is being sent to the Library of Congress, which stores all the interviews for future generations to enjoy. These are ordinary people with extraordinary stories. The project runs for two years. It began in May of 2004.

"United Way" - The employees of WLOX are very generous with their donations to the program. This year the person who was in charge of

collecting the donations went to extra lengths to make it even more successful.

The name of each employee who donated to United Way was placed in a box

for a chance at winning a prize.

11. Ascertainment efforts:

Throughout the year WLOX has luncheons with various civic leaders to discuss

any issues of concern. E-mails are accepted and reviewed.

Local polls are

posted daily on our website asking reactions to various issues.

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Research is also used for ascertainties.

Comments by Darlene Duffano, Program Director and
Dave Vincent, Station Manager